



Background

- The St. Petersburg Downtown Partnership organized a coalition of several downtown organizations in the fall of 1995 to address downtown circulation.
- The result was the creation of the Looper downtown trolley as a public-private partnership that continues to evolve.
- The Looper Group's biggest partners are PSTA and the City of St. Petersburg. Its director is shared staff with the St. Petersburg Downtown Partnership.

The Looper Group, Inc.

- Launched on February 15, 1996; First day of service was April 2, 1996.
- Incorporated as a 501(c)(6), separate from the St. Petersburg Downtown Partnership.
- The St. Petersburg Downtown Partnership TMO is the administrator of the Looper trolley.

Services

The Looper Group, Inc. serves the City of St. Petersburg in 2 ways that maximize fiscal efficiency:

- 1) Fixed route service every day – Downtown Looper
 - Free Fare Zone (18% of our passengers use the FFZ).
 - Partner with PSTA in the UPASS program. Select customers ride free.
 - Park by the month in City facilities. Ride for free.
- 2) Charters
 - Park 'n Ride to major events (Baseball, Grand Prix, Ribfest, etc.); The City is the Looper Group's largest customer and receives discounted rates.
 - Private charters for special occasions and corporate events.

A Public/Private Partnership



The St. Petersburg Trolley is supported by:

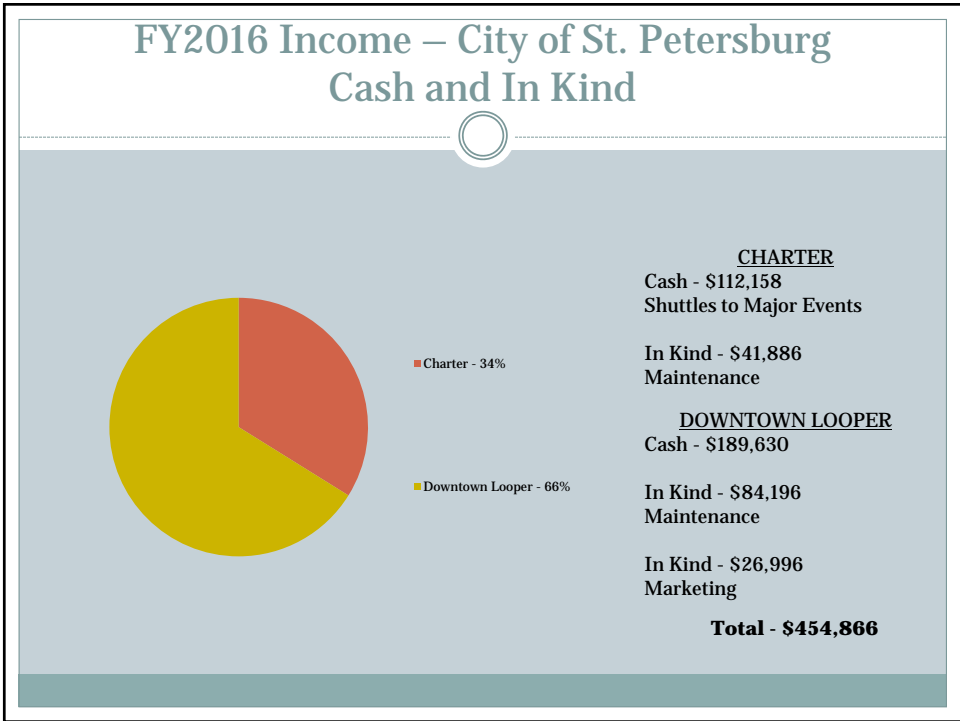
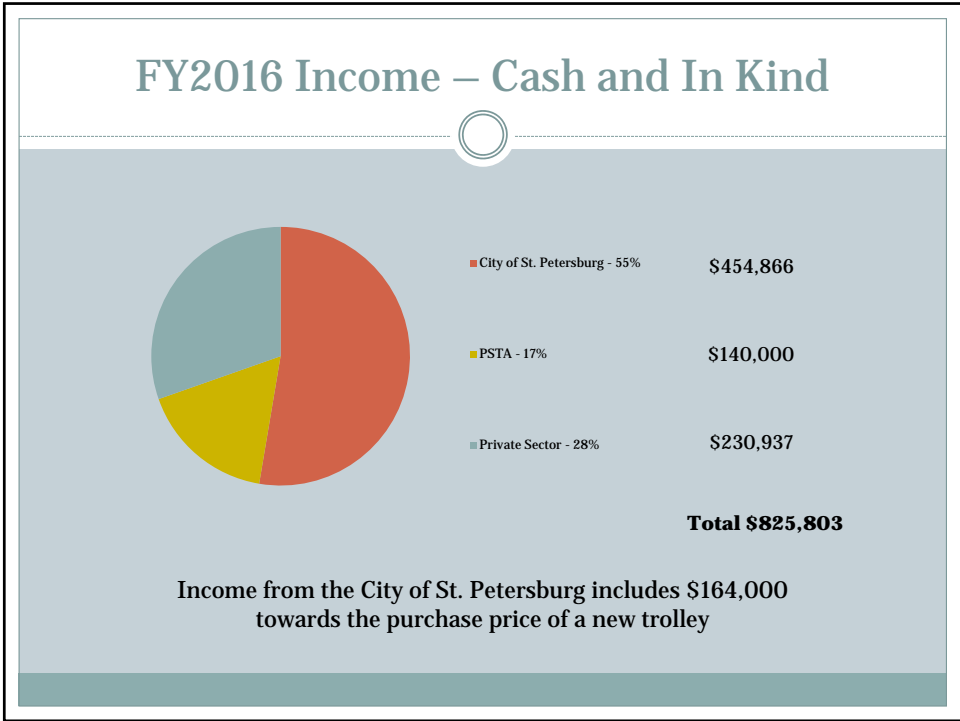
- City of St. Petersburg
- Pinellas Suncoast Transit Authority
- Florida Department of Transportation
- St. Petersburg Downtown Partnership, Inc.
- St. Petersburg College
- USF St. Petersburg
- 20 private sector businesses

Our Stakeholders and Advertisers



AARP
400 Beach Seafood & Tap House
American Stage
Bella Brava
Café Gala
City of St. Petersburg
Courtyard Marriott
Discover Downtown Guide & Map
Florida Department of Transportation
Florida Holocaust Museum
Hampton Inn & Suites
Hilton St. Petersburg
Museum of Fine Arts

Parkshore Grill
Pinellas Suncoast Transit Authority
Renaissance Vinoy Resort & Golf Club
Salvador Dali Museum
St. Petersburg College
Stillwaters Tavern
St. Petersburg Downtown Partnership
Sundial
The Birchwood
The Hanger
The Moon Under Water
The Florida Orchestra
USF St. Petersburg



Our Fleet

We have 7 trolleys and 1 tram

- 4 air-conditioned vehicles
- 3 open air vehicles
- 1 tram that can be combined with an open air vehicle

Mixed ownership / mixed uses

2 air conditioned trolleys leased to The Looper Group by PSTA (fixed route service only)



2 air conditioned trolleys owned by The Looper Group
(fixed route service, special event shuttle & private charter)



3 open air trolleys and 1 tram owned by the City of St. Petersburg
(special event shuttle & private charter)



Ridership

10/1/2015 – 9/30/2016

Total:	109,857
• Fixed Route Downtown Looper	48,869
• Park 'n Ride to major events	60,857

Current Initiatives

- JPA with FDOT
 - a) Sunshine City Car Free Living Campaign
 - b) Regional Fare Integration
- Explore options for service improvements
 - a) Develop our partnership with PSTA, FDOT and the City of St. Petersburg
 - b) Expand route and hours of service
 - c) Increase annual revenue hours from 5,642 to 16,800
 - d) Passengers ride free
- Position ourselves for the opening of the new Pier



Eric Carlson
Transportation Director
St. Petersburg Downtown Partnership, Inc.
244 Second Ave. N., Ste. 201
St. Petersburg, FL 33701
727-821-5166
727-896-6302 fax
eric@stpetpartnership.org
www.StPetePartnership.org
www.StPeteTrolley.com